

Declaration, Power of Attorney and Petition

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WE (I) the undersigned inventor(s), hereby declare(s) that:

My residence, post office address and citizenship are as stated below next to my name,

We (I) believe that we are (I am) the original, first and joint (sole) inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled

PAIRED PROMOTION ARCHITECTURE

the specification of which

is attached hereto.

was filed on _____ as Docket No: 204779US25

Application Serial No. _____

and amended on _____

was filed as PCT international application

Number _____

on _____

and was amended under PCT Article 19

on _____ (if applicable).

We (I) hereby state that we (I) have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We (I) acknowledge the duty to disclose information known to be material to the patentability of this application as defined in Section 1.56 of Title 37 Code of Federal Regulations.

We (I) hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed. Prior Foreign Application(s)

Application No.	Country	Day/Month/Year	Priority Claimed
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No

We (I) hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.

60/256,324
(Application Number)

December 19, 2000
(Filing Date)

(Application Number)

(Filing Date)

We (I) hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or under § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

Application Serial No. Filing Date Status (pending, patented, abandoned)

And we (I) hereby appoint: Norman F. Oblon, Reg. No. 24,618; Marvin J. Spivak, Reg. No. 24,913; C. Irvin McClelland, Reg. No. 21,124; Gregory J. Maier, Reg. No. 25,599; Arthur I. Neustadt, Reg. No. 24,854; Richard D. Kelly, Reg. No. 27,757; James D. Hamilton, Reg. No. 28,421; Eckhard H. Kuesters, Reg. No. 28,870; Robert T. Pous, Reg. No. 29,099; Charles L. Gholz, Reg. No. 26,395; William E. Beaumont, Reg. No. 30,996; Jean-Paul Lavallee, Reg. No. 31,451; Stephen G. Baxter, Reg. No. 32,884; Richard L. Treanor, Reg. No. 36,379; Steven P. Weihrouch, Reg. No. 32,829; John T. Goolkasian, Reg. No. 26,142; Richard L. Chinn, Reg. No. 34,305; Carl E. Schlier, Reg. No. 34,426; James J. Kulbaski, Reg. No. 34,648; Richard A. Neifeld, Reg. No. 35,299; J. Derek Mason, Reg. No. 35,270; Surinder Sachar, Reg. No. 34,423; Jeffrey B. McIntyre, Reg. No. 36,867; William T. Enos, Reg. No. 33,128; Michael E. McCabe, Jr., Reg. No. 37,182; Bradley D. Lytle, Reg. No. 40,073; Michael R. Casey, Reg. No. 40,294; and Robert C. Mattson, Reg. No. 42,850; our (my) attorneys, with full powers of substitution and revocation, to prosecute this application and to transact all business in the Patent Office connected therewith; and we (I) hereby request that all correspondence regarding this application be sent to the firm of OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C., whose Post Office Address is: Fourth Floor, 1755 Jefferson Davis Highway, Arlington, Virginia 22202.

We (I) declare that all statements made herein of our (my) own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Gary M. Katz

NAME OF SOLE INVENTOR

X May M. T.

Signature of Inventor

x 3/27/01
Date

Residence: 3128 Hemlock Lane
Northbrook, ILL. 60062

Citizen of: United States
Mailing Address: Same As Above

ATTORNEY DOCKET NO. 200688US
PIP-69B-KATZ

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF

GARY M. KATZ : GROUP: UNKNOWN

SERIAL NO.: NEW APPLICATION : EXAMINER: UNKNOWN

FILED: HEREWITH

**FOR: PAIRED PROMOTION
ARCHITECTURE**

DECLARATION OF INVENTOR

**ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231**

SIR:

- (1) On June 8, 1999, I began to work on a project which was then known as "Project Crusade." "Project Crusade" later became known as "Project 121," and dealt with a paired promotion architecture.
- (2) I know that "Project Crusade" had been in existence at least since March 1999.
- (3) The paired promotion architecture project was a project upon which only employees of Catalina Marketing Corporation worked during at least the time period after June 8, 1999.
- (4) I know that Catalina Marketing International, Inc. is a wholly owned subsidiary of Catalina Marketing Corporation.
- (5) I know that, when I began to work on "Project Crusade," William Thurmond was working on that project.
- (6) On June 8, 1999, William Thurmond told me that he had met with representatives (employees) of Kraft Foods, Inc. in April or May of 1999 and discussed "Project Crusade," as illustrated by the attached chart entitled "Project Crusade Proposed Architecture."

(7) Also on June 8, 1999, I attended a meeting with representatives (employees) of Kraft Foods, Inc. to discuss "Project Crusade." A copy of my notes from this meeting are attached.

(8) I know that on October 25, 1999, a computer-executable version of the paired promotion architecture and coupons were sent to stores and that paired coupons were provided to preselected consumers under a pilot program to test the feasibility of the paired promotion architecture.

(9) I know that selected Kraft employees were aware of the paired promotion architecture pilot program.

(10) I know that, in the paired promotion architecture pilot program, the paired promotion architecture was tested in order to determine the execution feasibility, and later to determine if increased consumer spending on clients' brands resulted.

(11) I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 4/2/01

By: Gary M. Katz
Gary M. Katz